



Connecting the Southeast US with New Transportation & Economic Development Options

How DayJet is leveraging technology to create the
first new regional transportation model in 50 years

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**“We are a nation that
is slowing down, not
speeding up, during an age
when time is the scarce
commodity for all of us.”**

— NASA, 2001

Regional Travel Trends

Business Today is Conducted By Car

- 80% of all business trips are driven
- Driving has increased 25% in last 3 years alone

Air Transportation Options Shrinking, Not Growing

- Service reductions are the trend
- < 500 of 5,000+ US airports in 'commercial' use

The Hub & Spoke System Will Not Scale

- 2001 (pre 9/11) was most congested year in history
- 70% of US air traffic is routed through 30 major hubs
- Adding capacity at hubs is difficult

More than half of regional business trips take 2+ days to accomplish

The Opportunity



Our Vision:

**A world where direct,
on-demand jet air transportation
between secondary markets
is a commercial reality.**

Our View...It's a New Market



A “new” market that will give
consumers an on-demand
air transportation alternative
at a commercial scale...

“Per-Seat, On-Demand” Services

The Enablers

A new market enabled by new technologies...



+



(1) Large fleets of new-generation, cost-effective, easy-to-operate, ecologically friendly VLJ aircraft

(2) A new generation of proprietary, fully integrated, real-time logistics, optimization & operations systems

Three hard combinatorial problems to solve under limited time constraints:

- Real-Time Scheduling - handle passenger requests: reaction time is about 5-10 seconds
- Schedule optimization - minimize cost and maximize revenue = hours vs. days
- Real time disruption handling - for current day operations: reaction time = seconds vs. cancellations

The number of solutions for a small number of aircraft and customers (10 planes/100 customers)

- [illegible]

Agent Based Model (ABM)

- Predictive demand modeling used for selection of DayJet cities
- Uses sophisticated mathematical models to build statistical profiles of travelers
- Profiles used to simulate travelers' decisions to drive, fly commercial or fly DayJet
- Total cost is the single parameter that determines whether or not DayJet "wins" a fare
- ABM predicts a DayJet win rate of less than 2% in most markets.
 - Driving remains the overwhelming mode of intra-regional travel.

Finds Latent Market Demand

Fleet Optimization System (FOS)

- Uses proprietary heuristic programs and algorithms to maximize fleet utilization
 - Executes in seconds
 - Scales to solve problems involving more than 1,000 aircraft
 - Can accept or reject a reservation in seconds
- DayJet expects dead-head flying under 30%

Organizes Demand into Most Efficient Operations

Advanced System Technology for Real-Time Operations (ASTRO)

- Overlay architecture uses fleet optimization system to integrate various functions, including:
 - Customer reservations
 - Crew and maintenance scheduling
 - FAA compliance checking
 - Other electronic record keeping

Allows DayJet to scale business rapidly and efficiently

Why the Southeast?

Southeast US (7 states)

- 346,000 Square Miles
- 52.9M People

Population Distribution

- 51% Major Markets
- 49% Secondary Markets

Rapid Growth

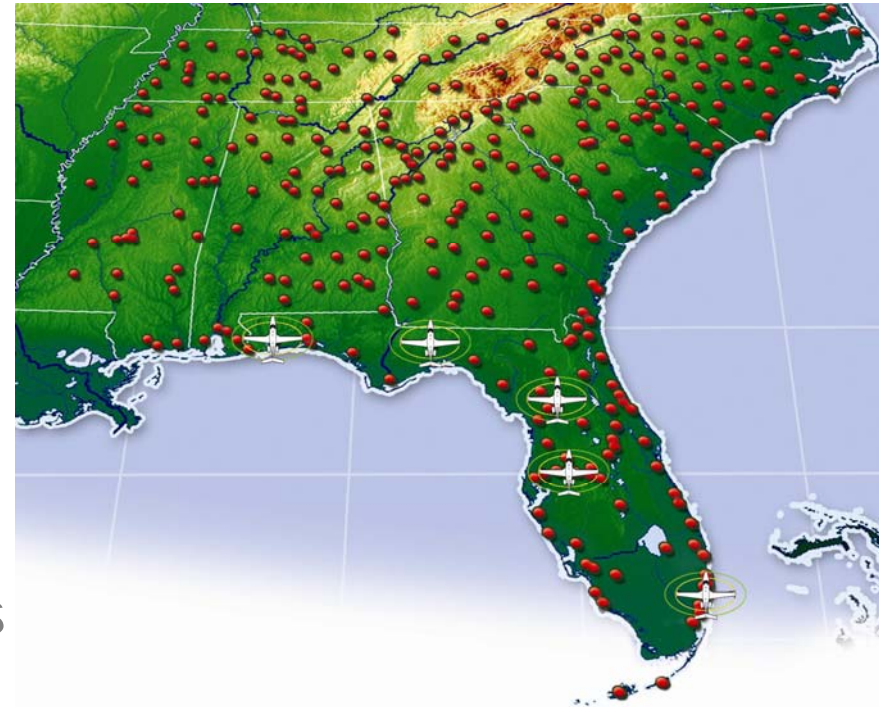
- 2nd Fastest in US

52M Intra-regional business

- 40M Driven, 12M Flown

Poor Intra-regional Air service

- Poorest "direct connections" in country
- Average Flight/Connection is 6+ Hours
- 16% reduction in services in 2000-2005



Economic Impact

New Job Creation

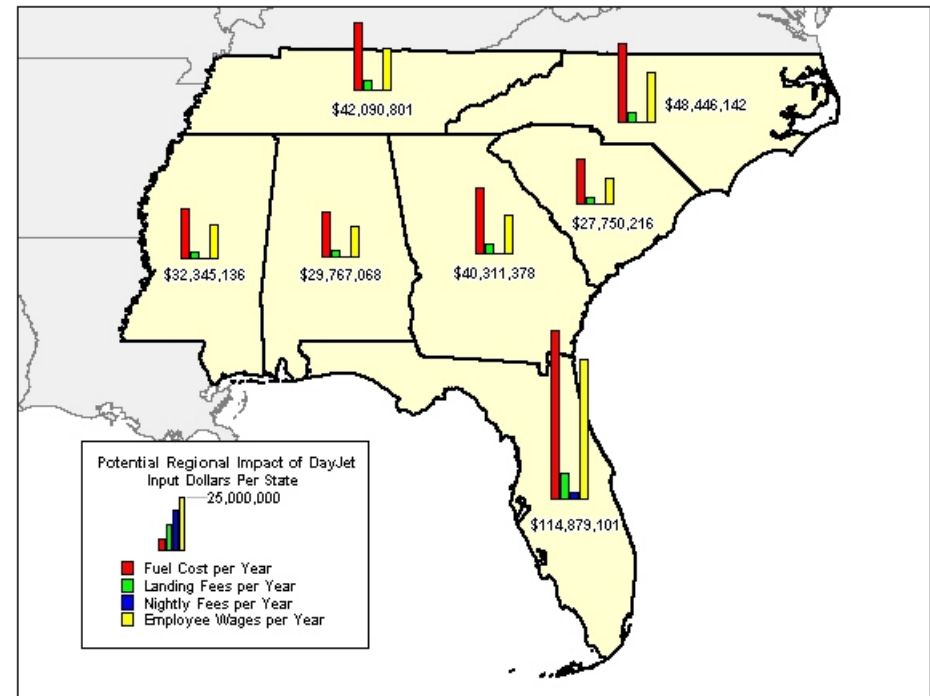
- 800 high-skill, high-wage jobs created in Florida in first year
- 2,000 additional Florida jobs created by year 4
 - 5-10 per DayPort
 - 100-200 per DayBase

Economic Impact

- \$10-\$25M/yr for DayPorts
- \$25M+/yr for DayBases

VLJ Center of Excellence

- Prepare students for careers at on-demand service providers



Operational Issues

Digital FAR 135 Certificate

- All records filed and available on line
- Digital signatures

FAA Certificate Management Unit (CMU)

ATC supportive of our roll-out plan

Cross Organizational support for modernization



DayJet Pilot Training



Safety

Airline FAR 121 Style Pilot Training

- Two-Man Crew
- Extensive ground training
- Use of flight training devices – Level 6
- Use of full motion flight simulators – Level D
- Initial operating experience – IOE
- Experienced Instructor Base
- Pilot quality-of-life



DayJet Flight Operations



Security

- Adhering to TSA 12-5 Rule
- Pilots - 10 year background check
- Maintenance – 10 year background check
- Passengers – No-Fly list
- Passengers – Accompanied from Terminal to Aircraft
- Luggage and passenger inspection at pilot discretion
- Airports – Security fencing
- Airports – Parking lot monitoring



VLJ Noise

- 1ppm EPA smoke test
- Eclipse 500 is 30% quieter than Stage IV
- Quieter than:
 - all jets
 - all turbo props
 - most single engine props!



Airport and FBO

- Paved Ramp (3500' min.)
- Grooved Runway
- Fenced Perimeter
- Bird Control
- Oxygen, Nitrogen and affordable Jet A fuel
- Connectivity (telephone/modem) - FAA & Home Base
- Qualified FBO Line Personnel for Fueling and Towing
- Customer Parking and Restrooms
- Minimal Maintenance Capability
- Car Rental
- Taxi Service

DayPort® & DayBase® Minimums

Terminal (or FBO)

- DayJet Welcome Desk with dedicated ramp access
- Customer and Employee Monitored Parking
- Technology Support
 - WiFi Internet connectivity for passengers
 - Dedicated Secure WiFi System for DayJet Personnel
 - T-1 Broadband Connection
 - Lockable Closet for Servers
 - IT Back-up Generator
- Public Seating Area
- Work Stations and Meeting Rooms
- Food & Beverage, Retail Outlets (desired)

Leased Hangar Space (DayBase only)

- 5000 - 7,000SF min. to 15,000SF max.



DayPort® & DayBase® Minimums

Airport

- Air Traffic Control Tower, Staffed Virtual Tower *or*
- SATS type High Volume Operation (HVO) and Technology Support
- ILS *and* WAAS/LPV Approach
- Approach Lighting
- Taxiway Lighting (LEDs OK)
- Crash, Fire & Rescue Services



DayJet Invests in Modernization



DayJet Fully Integrated Avionics

- TAWS
- TCAS
- WeatherScope
- ADS-B Enhanced Mode S-ES (1090)
- Dual FMS
- Dual GPS



DayJet Drives Modernization



High Volume Operations (HVO)

- RNAV/RNP – Required Navigational Performance
- LPV WAAS Approaches
 - Localizer Precision with Vertical Guidance (LPV)
 - Wide Area Augmentation System (WAAS)
- Automatic Dependent Surveillance-Broadcast (ADS-B)
 - TIS-B, FIS-B, ADS-R
- Runway incursion avoidance system
- Color signal lighting (runways/taxiways)



What's Next?

It's About Time




Introducing DayJet.
Quite possibly the most essential

productivity tool of our time.




dayjet™
It's About Time.

It's About Time



Introducing DayJet on-demand business jet services. Now you can buy time,

increase productivity and have a life.



It's About Time.

The advertisement features a man in a dark suit, white shirt, and blue tie, celebrating with his arms raised in a "V" shape. He is standing on a graphic of three wavy lines in blue, green, and orange. The background is white. The text is in a clean, sans-serif font. The overall design is modern and professional.

Let's Take-Off!



Are you ready to **DayJet?**

www.dayjet.com

Questions?



Thank you!
www.dayjet.com

